

LET'S HUNT

MEDIA COLLABORATION



Overview

The Let's Hunt campaign is a unified effort among outdoor media brands to publish content that inspires new hunters to start bowhunting and current hunters to take someone hunting for the first time.

The campaign begins in spring 2021 with mentorship content focused on the spring turkey season. The Hunting Public, Outdoor Life, GearJunkie, Mossy Oak, Bowhunter Planet, Wired to Hunt and Bowhunting 360, will spearhead #LetsHunt. Media brands can join in this combined effort by using #LetsHunt in their online, print and social media content.

Timeline

Spring: Let's Hunt kick-off. All participating media brands publish mentorship content.

Summer: Publish how-to content for new hunters.

Fall: Participating media brands publish mentorship content.

Content

The goal of the initiative is to show people mentoring new hunters and having a great time. We encourage media brands to create content in that theme that fits their brand's style. The content can be as in-depth as a feature article or as simple as an Instagram story.

When posting to social media, encourage your followers to take someone hunting, post the experience and use #LetsHunt and #R3. Collaborate and share content from other media brands to promote #LetsHunt.

The ATA will provide resources for participating media brands. These assets will be available on the ATA resource website. To gain access, contact the ATA's Digital Manager, Scott Einsmann, at ScottEinsmann@archerytrade.org.